



CALIFORNIA COMMUNITY COLLEGES

CHANCELLOR'S OFFICE

PRESS RELEASE

September 27, 2011

Contact: Paige Marlatt Dorr

Office: 916.327.5356

Cell: 916.601.8005

Office E-mail: pdorr@cccco.edu

Mobile E-mail: pmarlatt@comcast.net

California Community Colleges Chancellor Jack Scott announces \$2.54 million U.S. Small Business Administration grant for export promotion

Partnerships to be created linking small businesses with experts to create jobs by expanding markets abroad

SACRAMENTO, Calif. – California Community Colleges Chancellor Jack Scott today said that his agency has been awarded a \$2.54 million State Trade and Export Promotion (STEP) grant from the U.S. Small Business Administration that will be used to increase California's small business export market share and create more jobs in the year ahead. The funding for the national initiative was authorized last year under the federal Small Business Jobs Act.

"I'm delighted that we have been selected for this grant. Expanding export opportunities for small businesses through this initiative will open new markets for California products and services, which will spur demand for skilled workers trained by California community colleges," Chancellor Scott said. "Increasing exports is a critical component of our state's economic recovery."

The California STEP plan consists of 20 export promotion projects that use the resources of multiple international business development entities in California. Each project consists of an integrated set of activities that include matching businesses with potential customers, marketing and offering other training and support services that will help small businesses close deals with international clients.

Centers for International Trade Development, located on community campuses throughout the state, will act as coordinating entities for training and technical assistance between an initial group of 700 small businesses and STEP partners such as the California Department of Food and Agriculture and the Los Angeles Area Chamber of Commerce. Roughly half of the 700 small businesses identified to participate are owned by minorities, women and veterans.

The Chancellor's Office will work in partnership with the Governor's Office of Economic Development to market the benefits of doing business in California and the value of international trade opportunities.

"California business owners are better positioned to compete in the global economy than anywhere else in the world," said Governor's Office of Economic Development Director Joel Ayala. "It is critical that the state provide all available resources to ensure that California business owners have access to new markets and can expand their reach beyond our borders."

California is home to 70,024 companies that export, or nearly one out of every four U.S. exporters. In 2010, California companies exported more than \$143 billion worth of merchandise. Major merchandise exports include computers and associated electronics, industrial machinery, transportation equipment, chemicals and food and agricultural products. Travel and tourism, education, royalty and licensing fees, professional and management services are major service exports for California, which are estimated to generate another \$40 billion in exports each year.

Ninety-six percent of the state's exporters are small businesses, yet only 2 percent of California companies export products and services. Limited access to financing, complex non-tariff barriers and diminished appetite for risk, are often cited as reasons why firms do not export. A more compelling reason U.S. small businesses do not export is because of their perception that exporting is not essential for their survival.

The evolution of global markets will have a dramatic effect on U.S. small businesses in the next decade. California STEP will focus its efforts on helping small companies look to global markets by providing export training and promotion activities.

The California STEP partners include:

- California Governor's Office of Economic Development (GOED)
- California Department of Food & Agriculture
- The California Community Colleges' Centers for International Trade Development (CITD) at:
 - El Camino College
 - Los Rios Community College District
 - Long Beach City College
 - Merced College
 - Rancho Santiago Community College District
 - Riverside Community College District
 - San Mateo Community College District
 - State Center Community College District
 - Southwestern College
- UCLA, Anderson School of Management, Center for International Business & Education Research
- Los Angeles Area Chamber of Commerce
- California Chamber of Commerce
- World Trade Center, San Diego

The [California Community Colleges](#) is the largest system of higher education in the nation. It is composed of 72 districts and 112 colleges serving 2.6 million students per year. Community colleges supply workforce training, basic skills courses in English and math, and prepare students for transfer to four-year colleges and universities. The Chancellor's Office provides leadership, advocacy and support under the direction of the Board of Governors of the California Community Colleges.

###